TALENTINSIGHTS™

RESEARCH REPORT

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The Talent Insights Assessments

The Talent Insights platform utilizes a battery of three personality inventories designed to assess an employee's personality type, behavioral style, and occupational interests. Each of the three assessments has been independently studied for reliability and validity. The results of these studies are described here.

The TypeFinder® Personality Assessment

The TypeFinder[1] personality type assessment is an indicator of personality type with applications in personal exploration, coaching, employee development, and research. It is administered and scored online.

The Personality Assessment

The TypeFinder is based on the theories of personality type developed by Katharine Briggs and Isabel Briggs Myers, who proposed that there are four primary dimensions of personality, each of which can be described as one of two "preferences." The four dimensions consist of:

Introverted/Extraverted
A person's tendency to focus and gain energy from the internal vs. the external world

Sensing/Intuition
A person's tendency to think about things in concrete vs. abstract terms

Feeling/Thinking
A person's tendency to prioritize personal vs. logical information in decision-making

Judging/Perceiving
A person's tendency to live in a structured, planned manner vs. a freewheeling, open-ended manner

The TypeFinder determines the preferred style on each of the four dimensions to produce a four-letter personality type, for instance ESTJ or INFP.

The TypeFinder administration begins with an initial set of 44 questions. Intermediate scores are then calculated to determine whether the respondent's type has been determined conclusively. In areas where a preference is not clear, the respondent receives additional questions, up to a maximum of 36 supplemental questions. Thus, respondents answer only as many questions as are required to obtain an accurate assessment of their personality type.

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[1] *TypeFinder is a registered trademark of Truity Psychometrics LLC and is used with permission*

Reliability

Internal consistency reliability was calculated for the initial, universal set of 44 items using a sample of N=5027. Table 1 shows Cronbach's alpha for each of the four scales.

TABLE 1: CRONBACH'S ALPHA	
Scale	*Alpha*
Extrovert/Introvert	0.891
Sensing/iNtuition	0.814
Thinking/Feeling	0.845
Judging/Perceiving	0.891

Validity

Several studies related to the validity of the TypeFinder have been conducted. Below, we detail the studies most relevant to its validity as a measure of psychological type.

MATCH TO SELF-REPORTED TYPE

The sample for this study included 3,486 examinees who reported that they were very confident that they were already aware of their type from prior exploration and experience.

The personality styles (IE, SN, TF, and JP) for the TypeFinder were compared with the self-reported prior assessment of type. This yielded a possible degree of match between 0 and 4 dimensions. As shown in Table 2, the results suggest that the TypeFinder achieved good consistency with self-reported type, yielding match on all four dimensions 69% of the time, and match on at least 3 of the dimensions 92% of the time.

TABLE 2: WHOLE TYPE MATCH	
Dimensions Matched	*Percent*
4	69
3	23.4
2	6
1	1.3
0	0.03

TABLE 3: TYPEFINDER MATCH TO RESPONDENT SELF-REPORT			
Scale	*Match ?*	*N*	*%*
Extrovert/Introvert	No	209	06.0%
	Yes	3277	94.0%
Sensing/iNtuition	No	404	11.6%
	Yes	3082	88.4%
Thinking/Feeling	No	366	10.5%
	Yes	3120	89.5%
Judging/Perceiving	No	434	12.4%
	Yes	3052	87.6%

Table 3 presents the sample results broken out for each personality style dimension; each of the styles matched at least 88% of the time, and the match for EI was 94%. This represents an extremely high degree of consistency, especially considering the likely poor reliability of the criterion measure (i.e., the examinee trying to remember what their type would have been based on either a prior assessment through some other measure, or trying to remember what their type appeared to be based on reading a book or some other less formal means).

RESPONDENT FEEDBACK

The sample for this study included 857 examinees who provided data on their perception of the degree of accuracy and usefulness of the TypeFinder results. When asked "How accurate did you find your results?" over 85% of examinees rated the results as either Extremely Accurate or Very Accurate. When asked, "Did your report give you useful information?" over 96% of examinees said that the report was useful. These findings suggest that those who complete the TypeFinder assessment typically see it as both accurate and useful.

The DISC Behavior Assessment

The DISC assessment is a measure of behavioral styles based on the work of psychologist William Moulton Marston, who proposed that all behavior can be categorized within 4 distinct styles: dominance, inducement, submission, and compliance. Although different vocabulary is often used to label the 4 DISC dimensions, they are commonly understood to describe the following styles of behavior:

D Dominant behavior that seeks to make decisions, set the agenda, and drive others

I Influential behavior that seeks to win the cooperation and support of others

S Supportive behavior that seeks to assist others in their goals and needs

C Correct behavior that seeks to accomplish tasks with precision

The Behavior Assessment

The DISC assessment consists of 36 forced-choice word pairs. Each word represents a description of one of the four DISC styles, and word pairs generally consist of opposite concepts (i.e. Cooperative/Competitive). The respondent is asked to indicate which of the words in each pair is a better descriptor of their behavior or attitudes.

Reliability

A test-retest study was conducted to assess the reliability of the DISC instrument. 31 respondents were asked to complete the assessment twice, with the second session scheduled four to six weeks after the first. The relationship between the scores from the first testing session and the second were calculated using a Pearson correlation. Table 5 shows the correlation coefficient for each DISC scale.

TABLE 5: DISC TEST-RETEST CORRELATION	
Scale	Test-Retest Correlation
D	0.828
I	0.881
S	0.957
C	0.888

Validity

Convergent validity was assessed by comparing scores on the Talent Insights DISC assessment with scores on the DiSC® inventory published by Wiley, which is an established measure of the DISC construct. 31 respondents completed both measures. Table 6 shows the correlation between the TI DISC and the Wiley DiSC® scores for each of the 4 scales.

TABLE 6: COMPARISON WITH WILEY DISC	
Scale	Correlation
D	0.600
I	0.862
S	0.630
C	0.740

The Holland Code Interests Assessment

The Holland Code Interests Assessment is an occupational interest inventory based on the work of psychologist John Holland, who proposed that all careers, as well as all job seekers, can be categorized according to 6 interest areas:

REALISTIC
Building, repairing, using hands-on skills, taking physical risks

INVESTIGATIVE
Researching, experimenting, studying science and math

ARTISTIC
Creating, being original, working with colors, patterns, forms

SOCIAL
Helping, assisting, working in a caring role for others

ENTERPRISING
Leading, persuading, starting projects and coming up with ideas

CONVENTIONAL
Organizing, managing data, working with files and information

Although the Talent Insights assessment is based on the 6 Holland Codes, it has been adapted to apply specifically to an office environment. Whereas most Holland Code assessments include questions from a range of careers and industries (military, manufacturing, health care, etc.) the Talent Insights assessment focuses on the application of the 6 interest areas in an office and/or corporate setting.

The Motivators Assessment

The Holland Code assessment consists of two types of quetions. The first set of 48 questions proposes various work tasks, such as "Put office files in order" and ask the respondent to indicate their level of interest in the task. The second set of 36 questions gives adjectives, such as "Hands-on" or "Helpful" and asks the respondent to rate how well the word describes them.

Reliability

Two studies were conducted to assess the reliability of the Holland Code instrument.

INTERNAL CONSISTENCY RELIABILITY

Internal consistency reliability was calculated for each of the six Holland Code interest scales. Table 7 shows Cronbach's alpha for each scale.

TABLE 9: HOLLAND CODE ALPHA	
Scale	Cronbach's Alpha
R	0.905
I	0.916
A	0.917
S	0.936
E	0.889
C	0.897

TEST-RETEST RELIABILITY

31 respondents were asked to complete the assessment twice, with the second session scheduled four to six weeks after the first. The relationship between the scores from the first testing session and the second were calculated using a Pearson correlation. Table 8 shows the correlation coefficient for each scale.

TABLE 9: HOLLAND CODE TEST- RETEST RELIABILITY	
Scale	Correlation
R	0.925
I	0.963
A	0.959
S	0.899
E	0.955
C	0.752

Validity

Convergent validity was assessed by comparing scores on the Talent Insights Holland Code assessment with scores on the O*NET Interest Profiler assessment published by the U.S. Department of Labor. 31 respondents completed both measures.

It was expected that the scores on the two measures would be positively correlated, but that the correlations would be limited by the differences in the constructs for the two measures. Specifically, the O*NET Interest Profiler measures interest in a broad variety of jobs in a range of industries, whereas the TI Holland Code inventory assesses interest in the 6 occupational areas as they apply to an office setting. Nonetheless, the measures showed a solid correlation, indicating the validity of the Talent Insights inventory. Table 9 shows the correlation between the TI Holland Code assessment and O*NET scores for each of the 6 interest scales.

TABLE 9: COMPARISON WITH O*NET INTEREST PROFILER	
Scale	Correlation
R	0.643
I	0.616
A	0.814
S	0.479
E	0.585
C	0.380

The MAP Reports

The unique feature of the Talent Insights testing battery is its synergistic use of multiple assessment frameworks, combining information about personality, interests, and behavioral styles in one comprehensive report. It is expected that combining multiple theoretical approaches in one testing battery will confer additional validity, as this approach provides a sort of "checks and balances" feature to the assessment process. In fact, the Talent Insights MAP reports and the accompanying consultation services are designed to focus on areas of convergence, as well as areas of conflict, in a respondent's score patterns across the three assessments. In this way, the three assessments provide a picture of the respondent that is more than the sum of its parts.